

A photograph of a forest with vibrant autumn foliage in shades of red, orange, and yellow, reflected in a calm body of water. The sky is blue with white clouds. A diagonal white line with a red accent line separates the image from the text area.

TRENDS IN PHILANTHROPY

HIGHLIGHTING NATIONAL TRENDS AND LOCAL PERSPECTIVE

OCTOBER 25, 2023

TODAY'S HOSTS



KATE VILLA

Executive Vice President
CCS Fundraising



KATE LEWIS

Director of Development
Maine Audubon

TODAY'S AGENDA

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WELCOME &
INTRODUCTIONS

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SNAPSHOT OF THE
NATIONAL
PHILANTHROPIC
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NORTHERN NEW
ENGLAND
PHILANTHROPIC
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DISCUSSION &
CONVERSATION

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AUDIENCE
Q&A

2023 PHILANTHROPIC LANDSCAPE REPORT

A SNAPSHOT OF TODAY'S PHILANTHROPIC LANDSCAPE

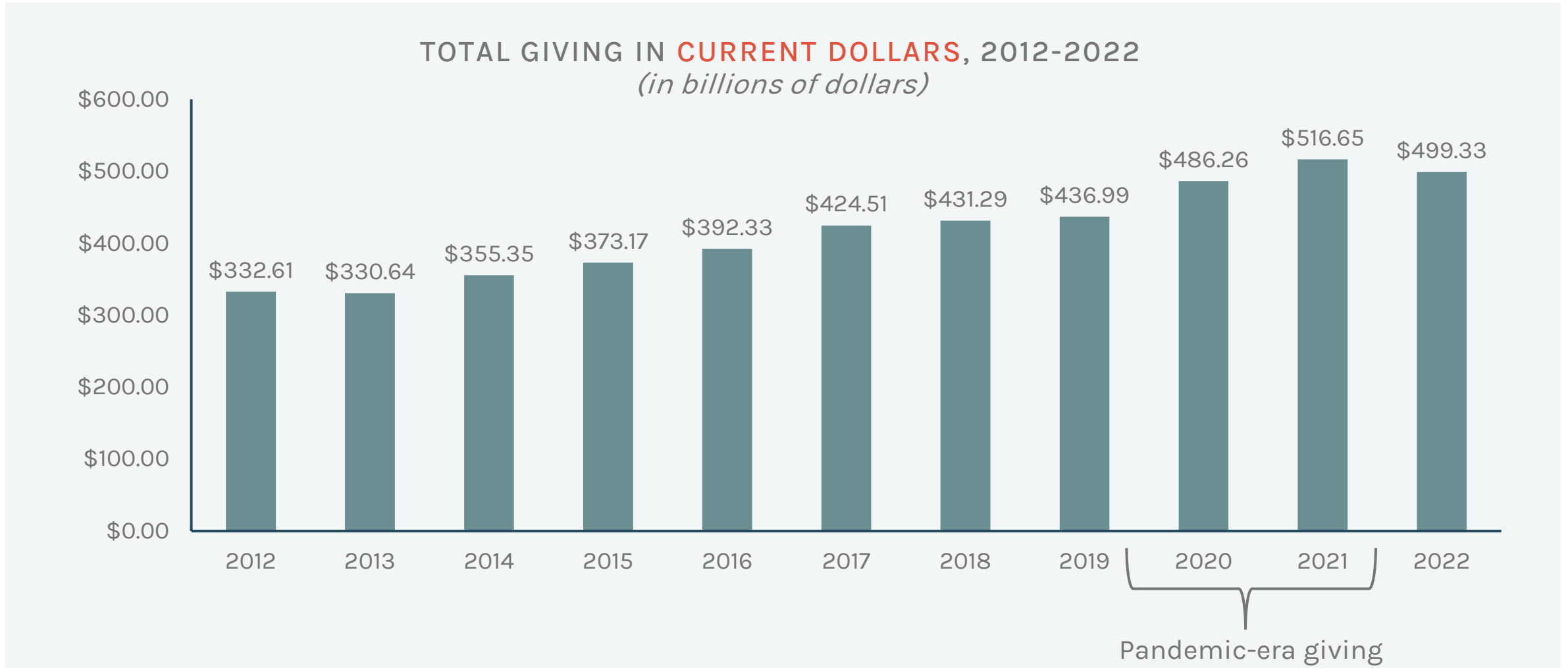


For 12 years, CCS's Philanthropic Landscape reports have aggregated the latest research on the state of philanthropy in the United States. *The Snapshot of Today's Philanthropic Landscape, 12th Edition* helps answer questions like...

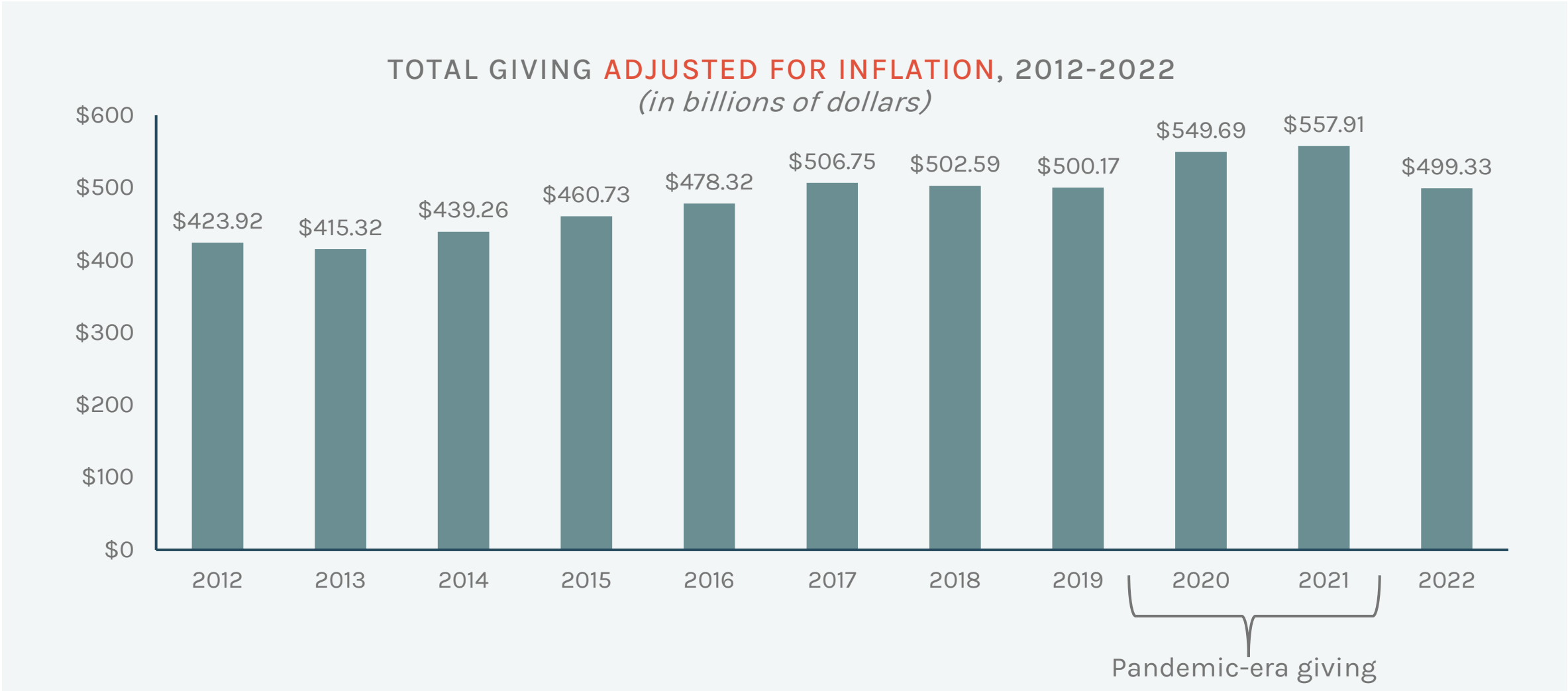
- How has giving changed following the pandemic era?
- How is the “Great Wealth Transfer” affecting donor demographics and causes?
- What giving methods are disrupting the philanthropic sector?
- How are organizations looking to integrate DEI from the inside out?
- What data innovations can a nonprofit use to effectively engage and retain donors?

NATIONAL PHILANTHROPIC LANDSCAPE

Giving declined to \$499.33 billion in current dollars in 2022, a year influenced by the stock market and economic uncertainty



When adjusted for inflation, the giving decline is sharper



2022 included economic challenges and bright spots that affected charitable giving



CHALLENGES INCLUDED:

- Inflation reached 8.0%, the highest rate in 40 years
- S&P 500 declined 19.4%
- Disposable personal income declined 0.1%



DESPITE THESE CHALLENGES, THERE WERE SOME BRIGHT SPOTS:

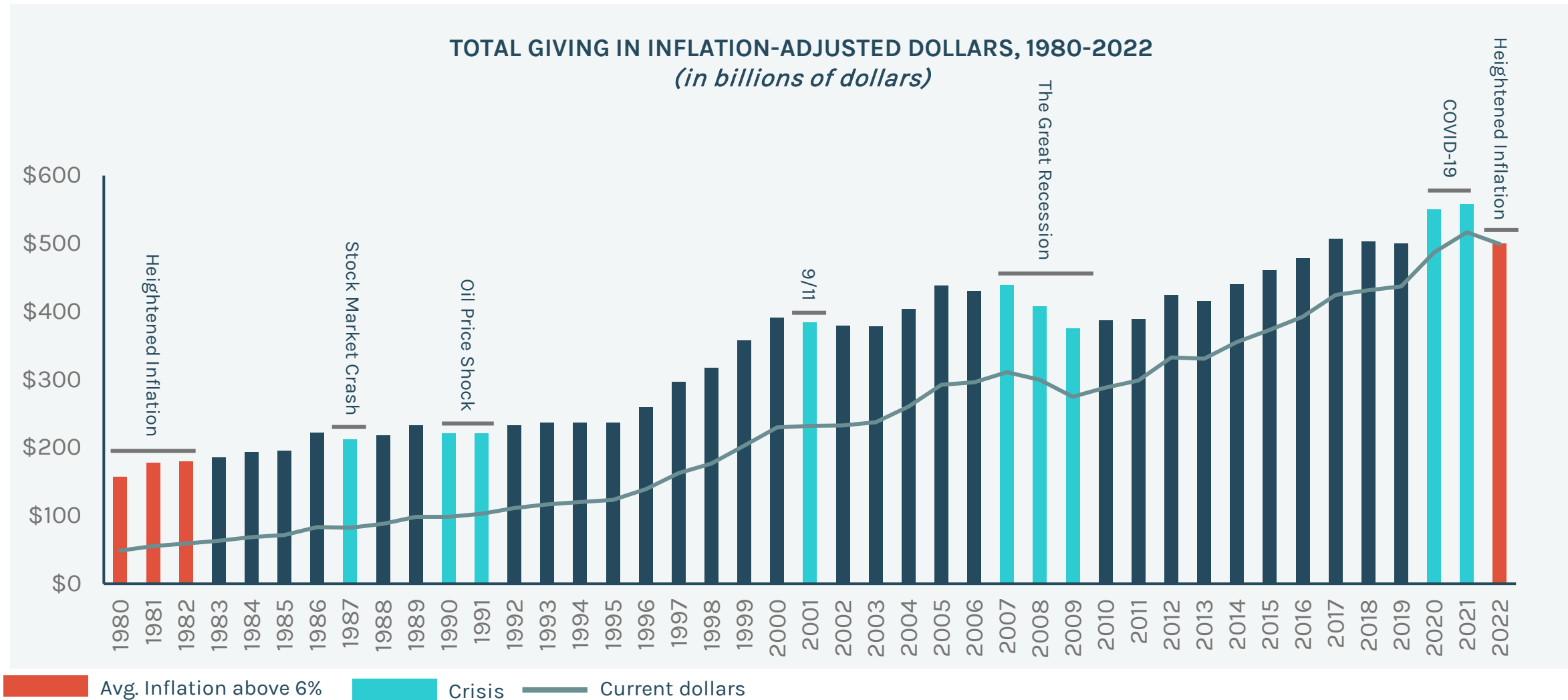
- GDP grew 9.2%
- Unemployment reached one of the lowest rates in the last 50 years



INFLATION'S IMPACT

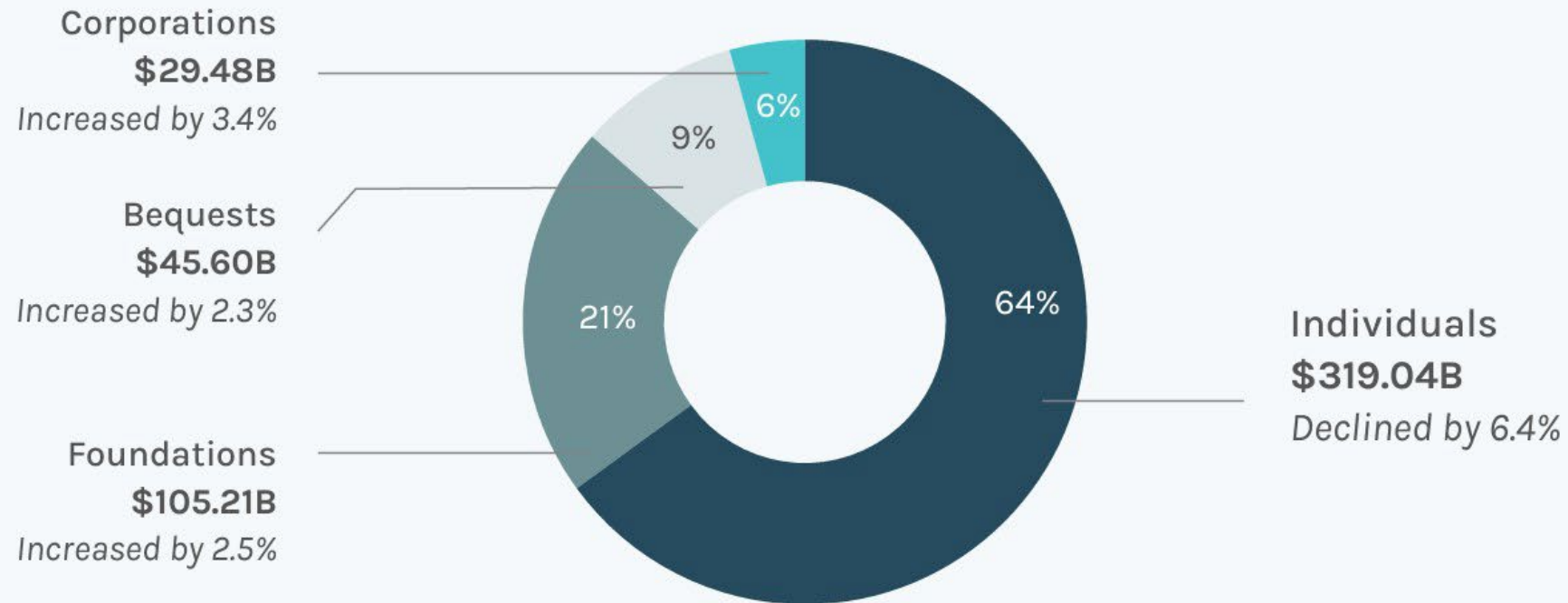
- **Donors feel less liquid:** S&P declined 25.4% and disposable income declined 7.5% in inflation-adjusted dollars
- **Contributed philanthropic dollars have reduced purchasing power:** construction costs rose, as did the cost of goods and services
- **Bright spot in GDP growth dimmed:** GDP only grew 1.1% when adjusted for inflation

Historical trends indicate inflation and crises impact philanthropy



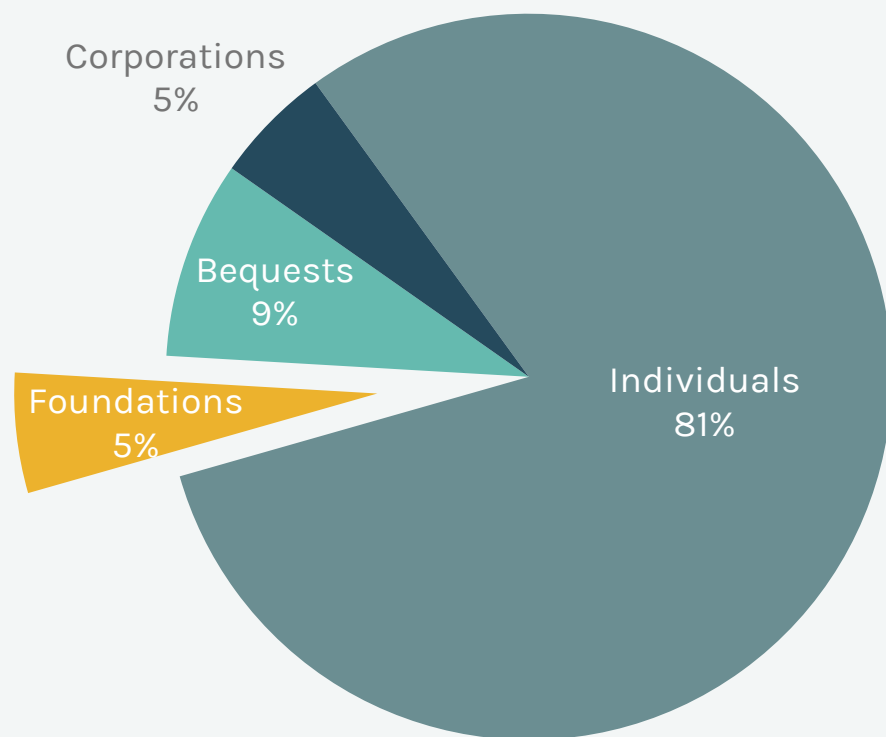
Individuals continued to contribute the majority in 2022 as corporate, bequest, and foundation giving grow

GIVING BY SOURCE

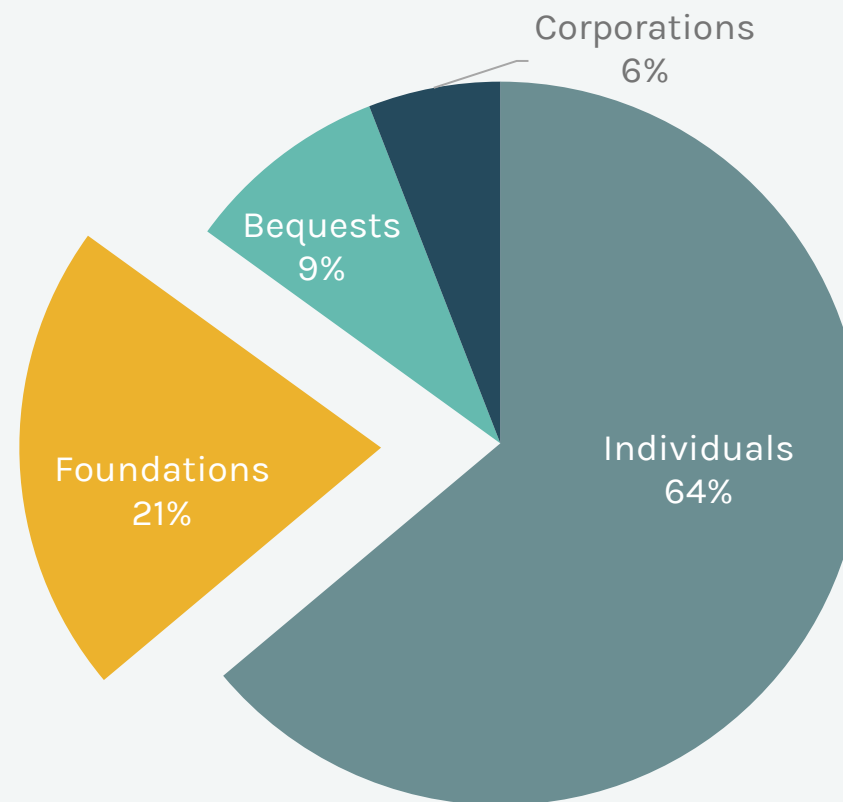


Giving by foundations is growing as a share of total giving

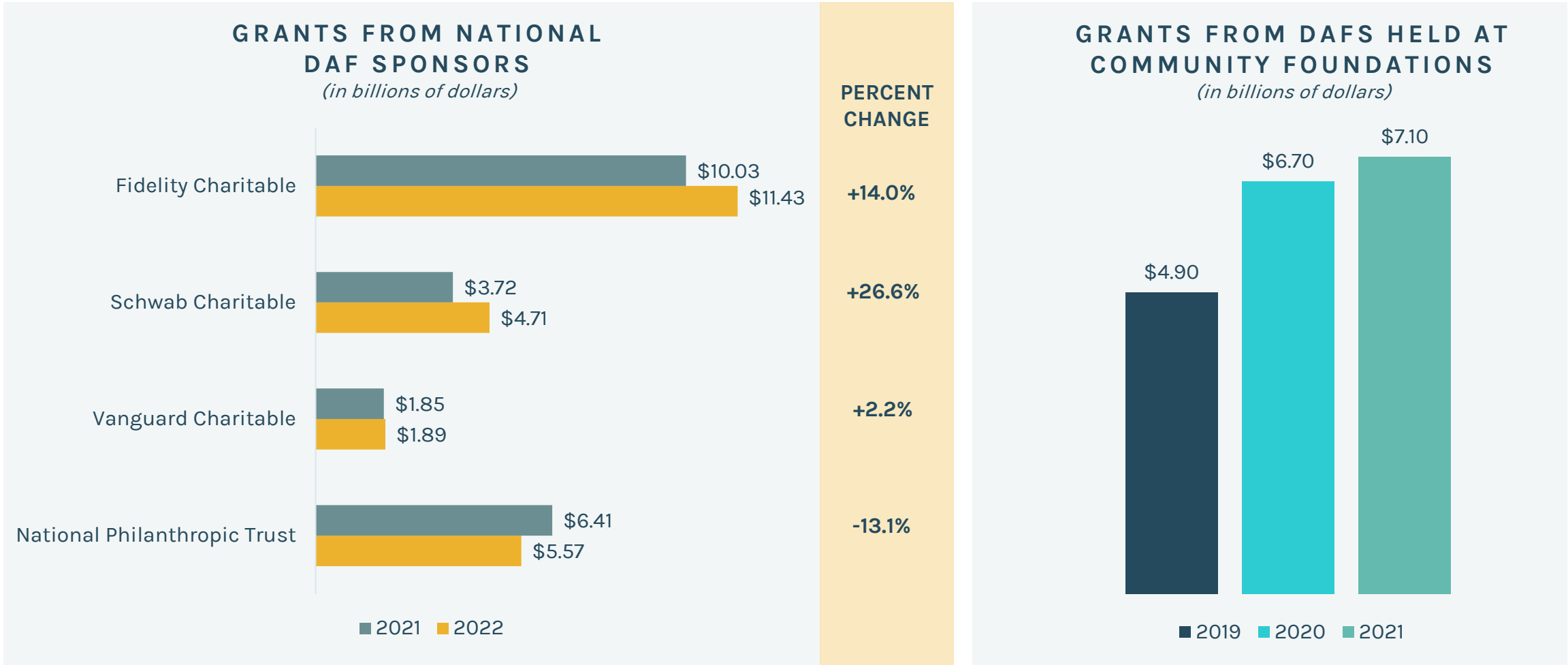
1982 CONTRIBUTIONS BY SOURCE



2022 CONTRIBUTIONS BY SOURCE



Giving from donor-advised funds continues to soar



Fidelity Charitable: [Giving Report 2023](#) (2023); Candid: [CF Insights Survey Results](#) (2022)

Legacy giving creates substantial impact

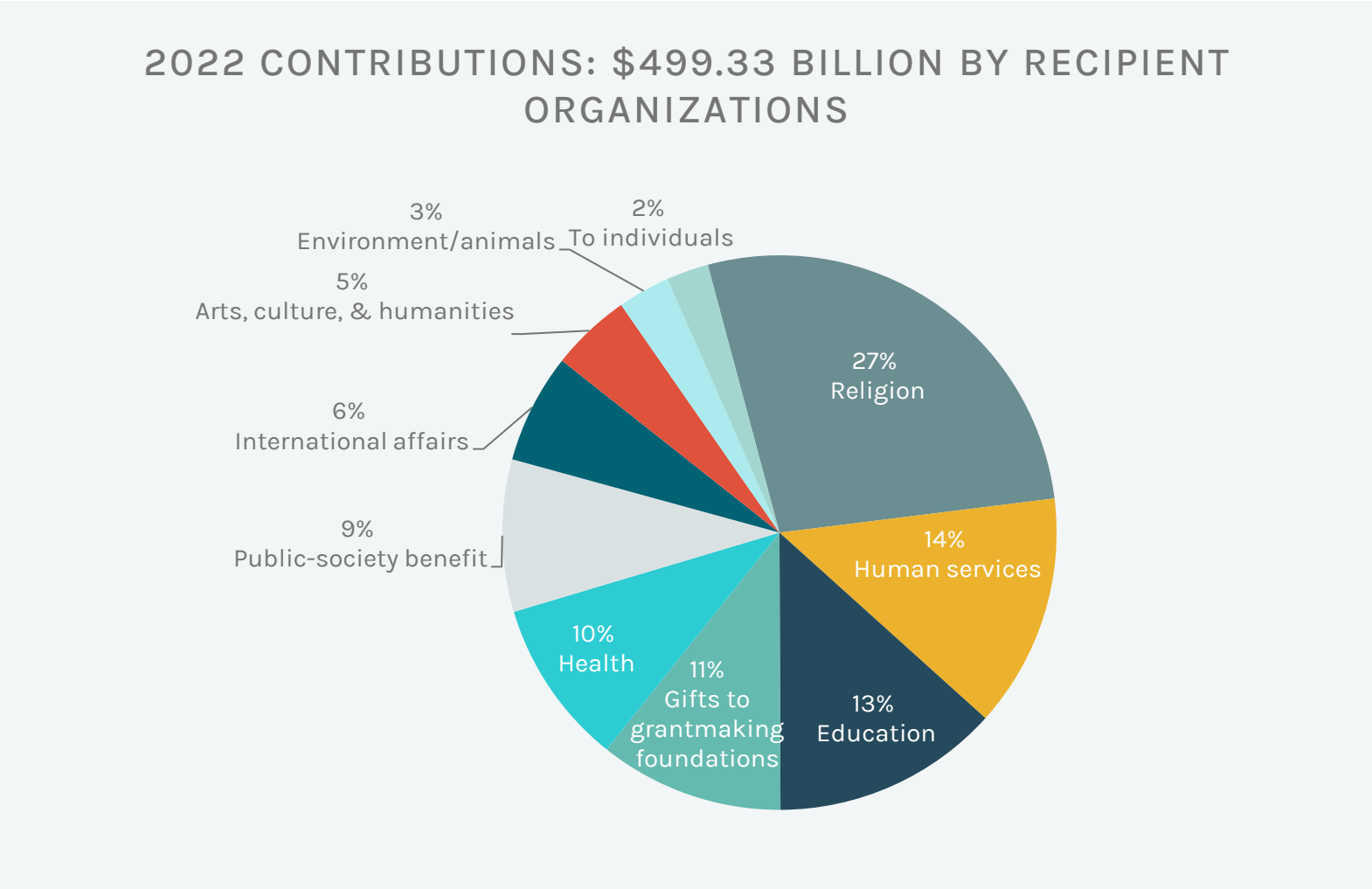
LESS THAN 1% OF DONORS ARE ENGAGED IN LEGACY GIVING



Legacy gifts are
252x larger
than the average annual gift

75% increase
In annual giving after committing a
legacy gift

Most sector giving increases could not outpace record inflation



Recipient category	Percent change in 2022 (current dollars)
Religion	5.2%
Education	-3.6%
Human services	-0.6%
Foundations	10.1%
Public-society benefit	-8.4%
Health	5.1%
International affairs	10.9%
Arts, culture, and humanities	2.9%
Environment/animals	-1.6%

Spotlight on racial equity funding between 2020-2022

ESTIMATED PUBLIC GRANTS & PLEDGES FOR RACIAL EQUITY SINCE 2020

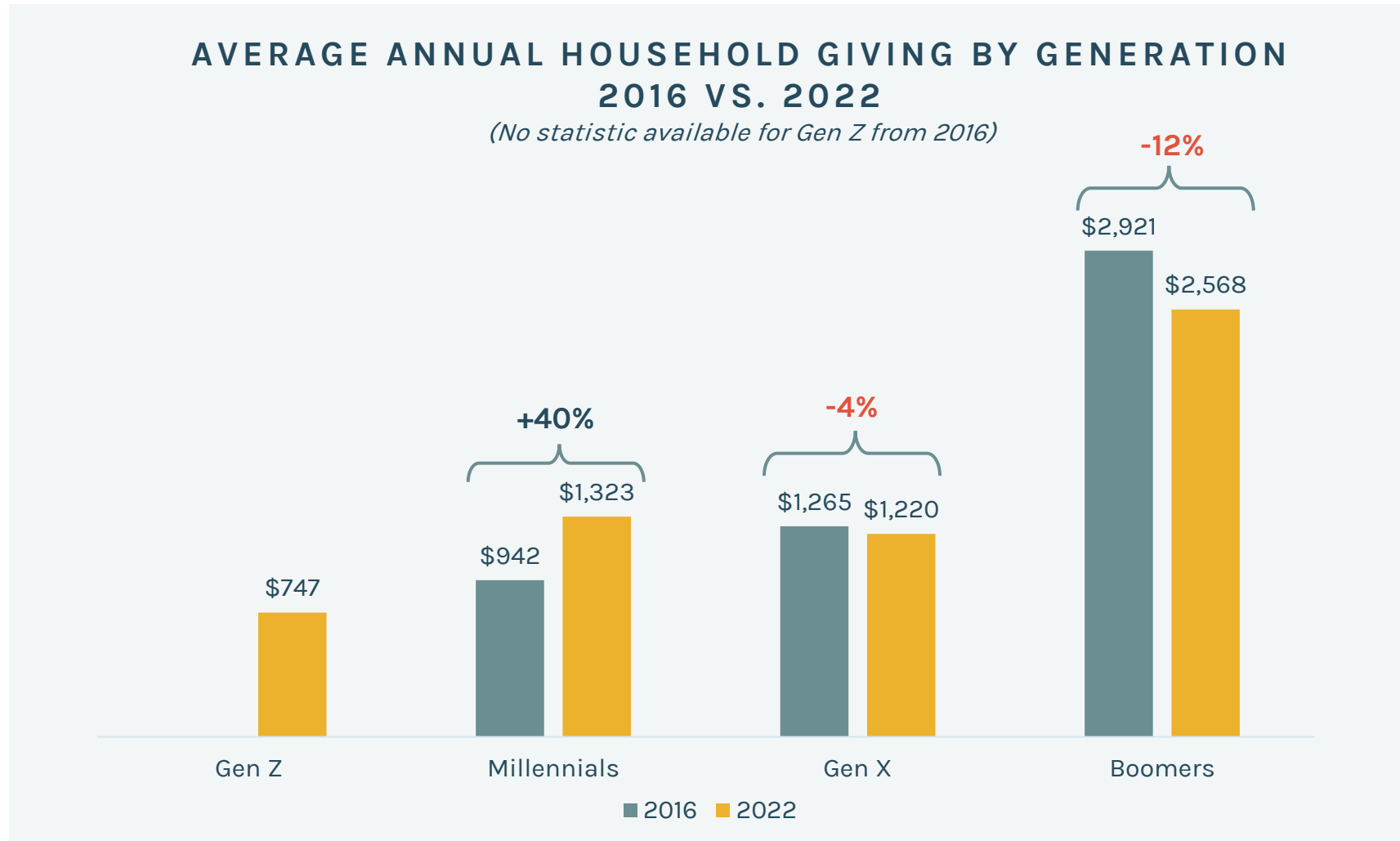
As reported by Candid in September 2023

78,133 grants
Valued at \$16.8 billion

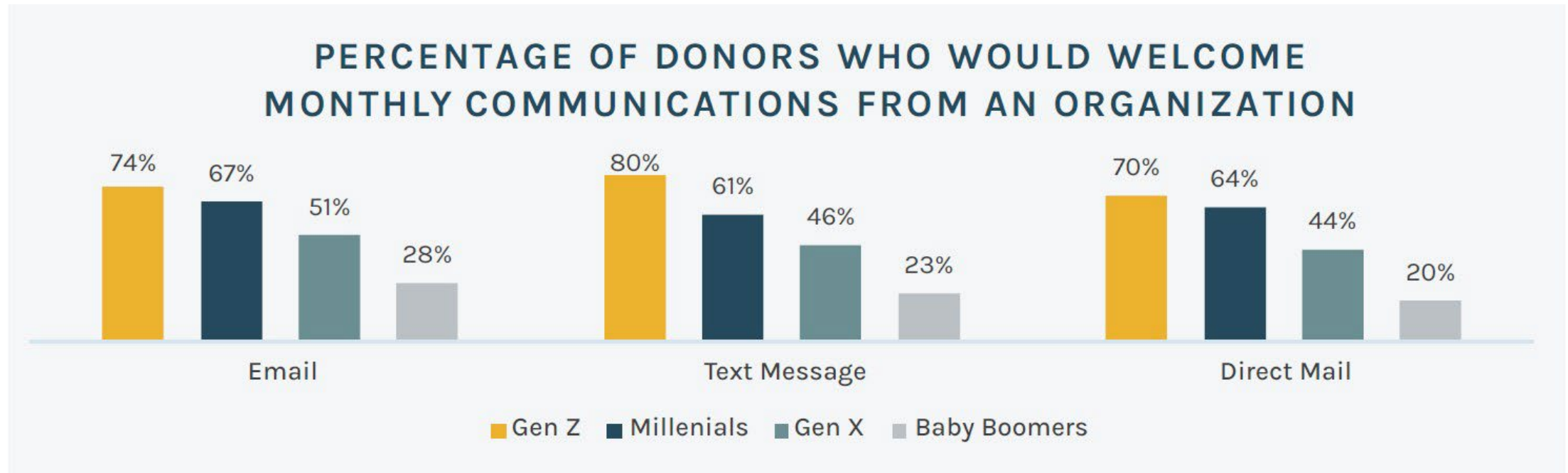
206 pledges
Valued at \$11.8 billion

Includes publicly reported giving from foundations, corporate giving programs, and high net-worth individuals

Giving from younger generations is rising as the Great Wealth Transfer of ~\$84 trillion is underway



Strategically engaging the next generation of donors is critical



Digital giving remains strong, especially for younger generations

\$118

Average gift size made on **desktop**

\$79

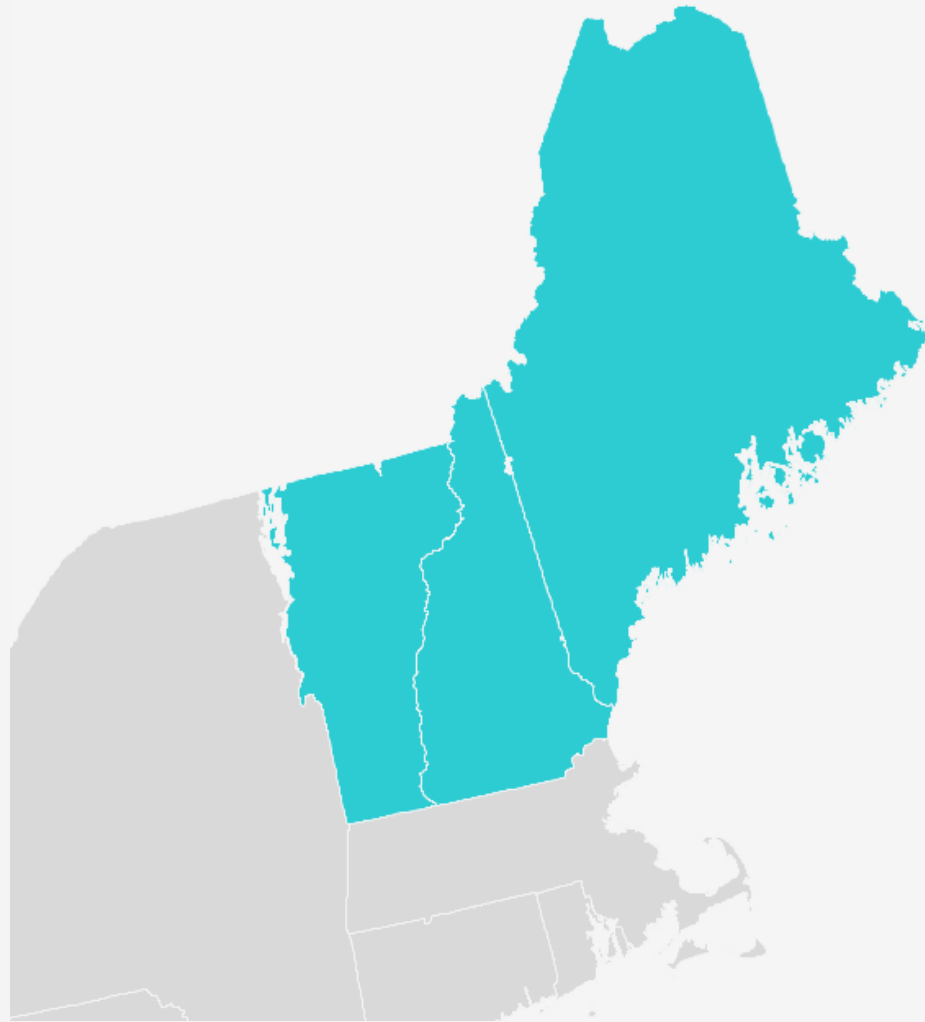
Average gift size made on **mobile**

TRAFFIC TO CAMPAIGN VS CONVERSION RATES

								
Traffic to Campaign	84%	.06%	13%	2%	1%	.09%	.08%	.06%
Conversion Rate	13.4%	.5%	22.7%	17.4%	33%	8.8%	12.7%	9.3%

NORTHERN NEW ENGLAND PHILANTHROPIC LANDSCAPE

Northern New England | Demographics



New Hampshire | Maine | Vermont Combined Demographic Figures

3.43 million
Total Population

1.44 million
Total Households

45.1
Median Age

50.3%
Female

Northern New England | Wealth



New Hampshire

\$49,281

Per Capita Income

*About 20% higher than
the amount in the U.S.*

\$89,992

Median Household Income

*About 20% higher than
the amount in the U.S.*

\$385k

Median Home Value

*About 20% higher than
the amount in the U.S.*



Maine

\$41,188

Per Capita Income

*About the same as
the amount in the U.S.*

\$69,543

Median Household Income

*About 10% lower than
the amount in the U.S.*

\$291k

Median Home Value

*About 10% lower than
the amount in the U.S.*



Vermont

\$42,251

Per Capita Income

*About the same as
the amount in the U.S.*

\$73,991

Median Household Income

*About the same as
the amount in the U.S.*

\$305k

Median Home Value

*Slightly lower than
the amount in the U.S.*

Northern New England | Nonprofit Landscape

There are 25.5k organizations with current tax-exempt status in Northern New England, of which 19.8k have 501c3 status. This population can be further separated into the common sector categories based on IRS coding.

19,772

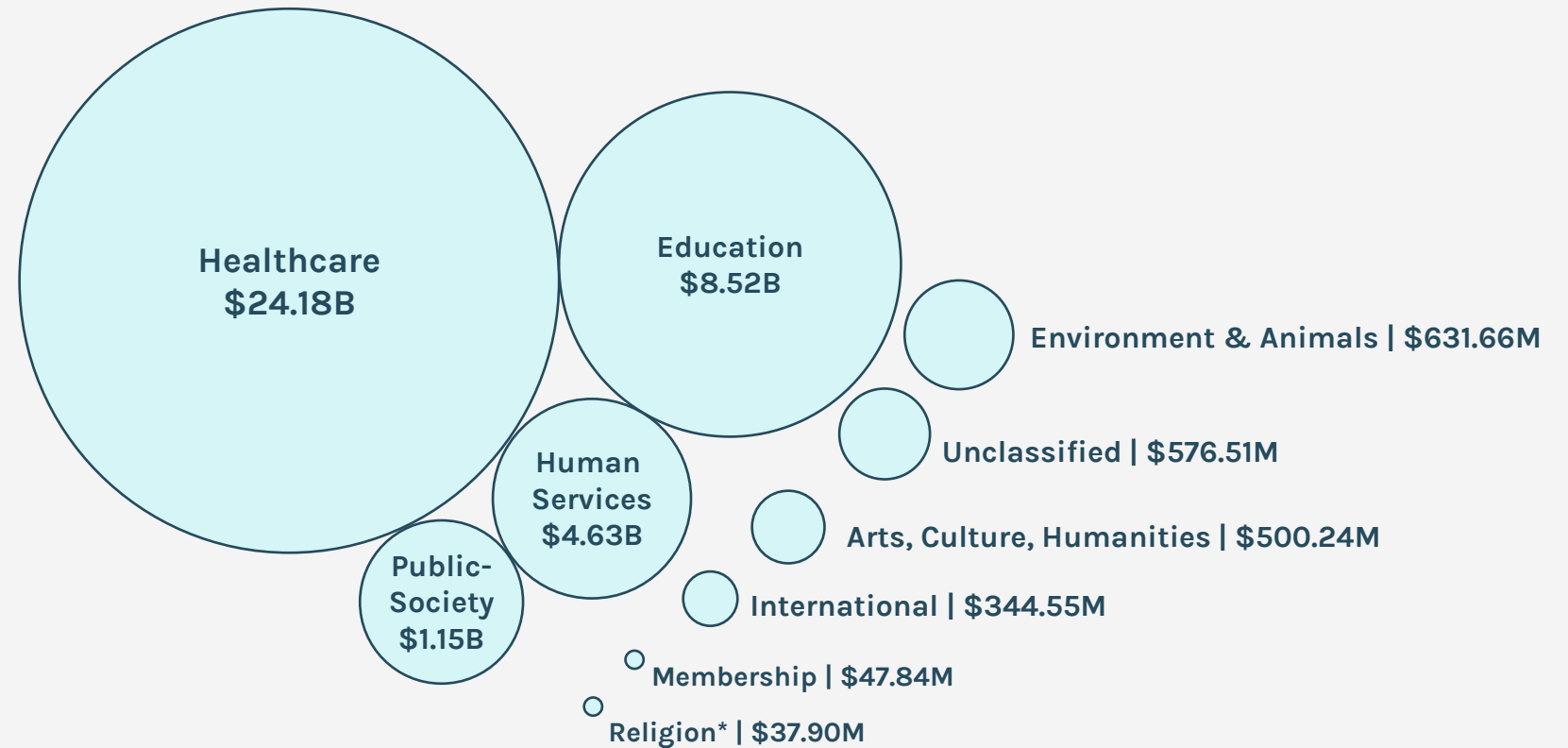
501c3 Organizations in Northern New England

\$40.62 billion

Total Reported Revenue

From all sources, including Programs, Contributions, Investments, and Other

Northern New England 501c3s | Reported Revenue by Category



*Places of worship (churches, synagogues, mosques) are not required to file 990s

Northern New England | Nonprofit Landscape

Of the 19.8k organizations with 501c3 status in Northern New England, only a small number are responsible for the majority of financial activity—with 619 or 3% organizations generating \$37.24B or 91% of total 501c3 revenue.

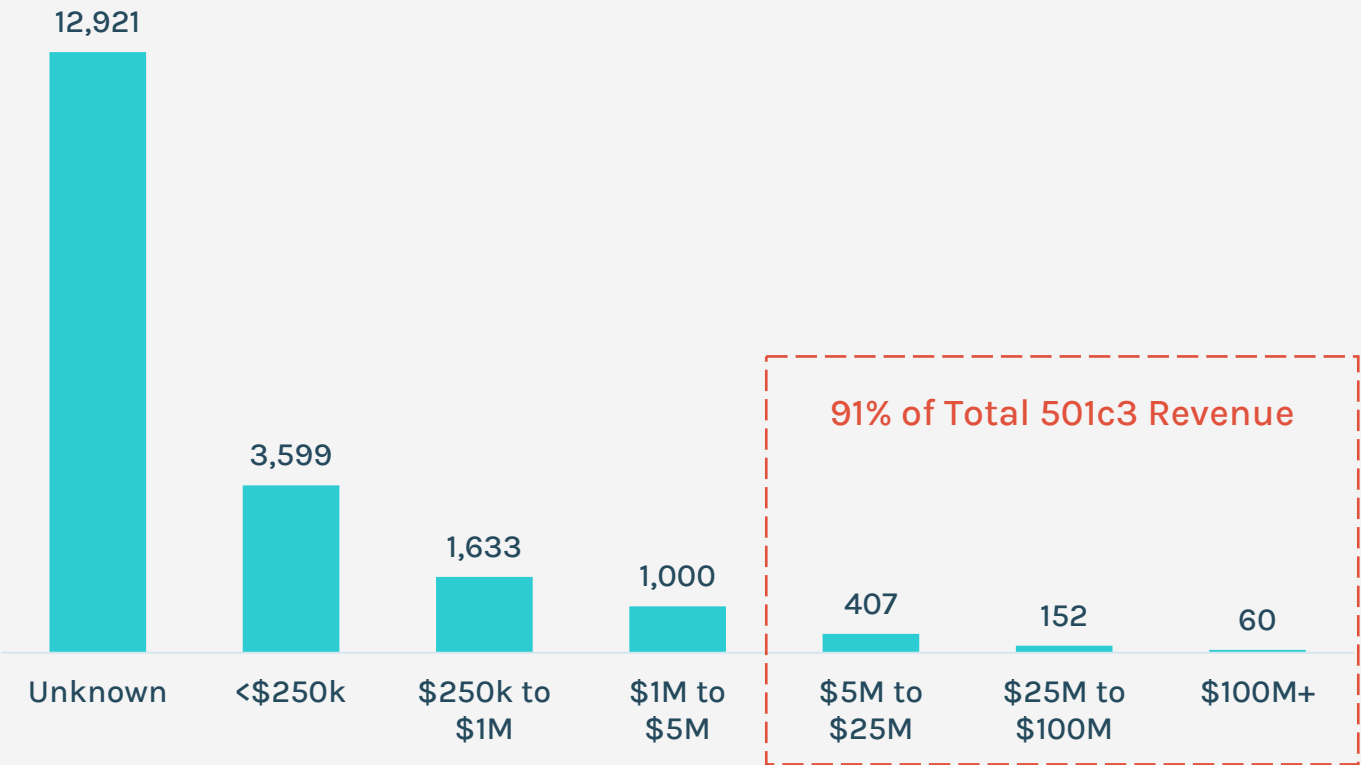
619

501c3 Organizations with Annual Revenue of \$5M+

\$37.24B

Total Revenue Generated by Top 3% of 501c3s

Northern New England 501c3s | Total Organizations by Level of Reported Revenue



KEY TAKEAWAYS

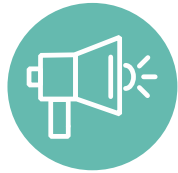
Key Takeaways & Insights



Understand *how* your donors give—through a DAF, family foundation, non-cash assets, etc.—to inform your fundraising strategy and approach



Prioritize planned giving in donor conversations to grow long-term revenue and impact



Tailor fundraising strategies by generation with a focus on consistent impact-driven multi-channel communication for younger generations



Center DEI across your organization's policies, leadership, and fundraising strategy



Ensure digital giving is streamlined, frictionless, and donor-centric and leverage all social media channels

DISCUSSION & CONVERSATION

AUDIENCE Q&A

